

MenuMe: Heuristic Evaluation

1. **Catastrophic: Responsiveness (Feedback/Latency Reduction)**

The most frustrating thing about using this app was the lack/delay in feedback and I think it has the potential to be a deal breaker when it comes to using this app. As I was swiping them, the restaurant cards took time to follow my fingers and it was very very difficult to click on the restaurant cards to reach the comparison page. At first, I could tell that the cards were clickable because they get highlighted in blue, but when nothing happened I assumed it was just a fluke. I only discovered the comparison page by accident. I'm not sure what is causing this latency issue, but maybe you can try developing this app as an android app rather than an html page.

2. **Major: Corkboard/card stacks metaphor (metaphors)**

In general, I thought the corkboard/stacks of cards idea was good, but considering the way this app is implemented, I'm not sure if it makes sense. The metaphor suggests that you should be able to pick up items and put them somewhere else on the board(not just swipe them off) and it's slightly disorienting when cards show up in different stacks and in different orders from what you've seen previously.

3. **Minor: Underlined "Top Menu Item" (Consistency-external)**

I would suggest removing the underline from the "Top Menu Item" listed on each of the cards. Usually underlined items indicate hyperlinks, especially on html pages like this one. It's a small change that will make a big difference.

4. **Major: Unclear what order the restaurants organized in (Anticipation)**

It was unclear to me whether or not there was any organization in the restaurant cards that were displayed. This made navigating to a specific restaurant card difficult. Consider how a user who already knows what he wants to compare will use this app.

5. **Major: Unclear how to go back to a restaurant I just swiped off (Reversible actions)**

This is related to the organization issue. If I wanted see a card that I had already swiped off the screen, I felt like I was swiping randomly waiting for that card to come back to the top again. It would be nice to have some idea of where to find a particular item in the stack. If you do end up applying some kind of organization to the cards, make sure it's easy to get back to a particular card without having to cycle through the entire stack. The organization should also be simple enough that you don't have to remember which cards were in which stack.

6. **Minor: Duplicate cards (Efficiency)**

Did you want it to be possible to see the same card in multiple stacks at the same time? If so, think about what you will do if a user tries to compare a restaurant to itself.



7. Good/Minor: Most important info displayed on the cards (Minimalist Design/Efficiency)

I can see that you considered what criteria a user would be using to narrow down restaurant options (ie. price, rating, distance, etc). I think you've found a good way to use the screen space efficiently. My only suggestions would be to replace "Top Menu Item" with the type of food the restaurant makes (eg. Indian, Thai, Mexican, etc.) and to add, one of the pages, the restaurant hours.

8. Catastrophic: Affordances for clicks and swipes (Visible navigation)

In navigating between screens was difficult because I was never sure if I was supposed to use a click, or a double click, or a swipe, or the back button on my phone. Also, I understand that a "swipe" to move from one restaurant card to the next might be more aligned with your metaphor, but make sure that its more efficient/intuitive than a simple "next" button.

9. Catastrophic: Unclear which restaurants will be compared (Anticipation)

Because you display 4 restaurant cards at a time but only compare two, be sure to indicate which two will be compared on the following page. Since this is a core feature of your app, I think this issue deserves priority.

10. Good: Internal Consistency (Consistency-internal)

I appreciated that the "look" (ie. font, background) of your interface is consistent over all three pages.

11. Major: Scalability (Efficiency/Visibility)

In thinking about scaling the app for more and more restaurant options there are two points that will be important to consider. First, how many card swipes will it take someone to find a restaurant they are looking for, or to cycle through all the options? Secondly, how will you deal with restaurants that have multiple locations?

12. Minor: Navigation to a single restaurant(Flexibility/Efficiency)

Consider how a person who already knows where he wants to go will use the page. It should be easy to find restaurant details and access the navigation and phone call features without having to do a comparison.

13. Good: all info on first page listed on comparison page(Reduced short term memory load)

It's really nice that all the information that's on the first page is also on the comparison page. This way, there is no mental burden on the user to remember what information he has already seen.

14. Minor: Empty cards (Metaphor)

To be consistent with the metaphor of a stack of cards, it seems like when a card is moved off the top of the deck, the one below it should be visible rather than empty.



15. Minor: Use of the map? (Visibility)

I wasn't completely sure what the purpose of the map was on the restaurant details page. Is it to show the location of the restaurant, or navigation directions? What happens if there are multiple locations? Is this map going to be zoomable? The way that it is presented as of now, I felt like it didn't give me any valuable information on such a small screen.

